

WHAT IS CLAIMED IS:

1. A method for delivering customized navigation imagery to a user, comprising:

determining a profile associated with an encoded navigation stream, said profile including spatial and temporal parameters;

encoding a video stream according to said profile to produce an encoded video stream, said encoded video stream representing imagery having associated with it a screen position and an image size;

combining said encoded navigation stream and said encoded video stream to produce a combined stream representing navigation imagery including said video stream imagery, said video stream imagery having associated with it said screen position and said screen size.

2. The method of claim 1, wherein said profile defines a group of pictures (GOP) structure.

3. The method of claim 1, wherein said profile defines at least one of an encoding rate, and encoding resolution, and encoding profile and a quantization level.

4. The method of claim 1, wherein said spatial parameters include a frame size parameter and said temporal parameters include a frame rate parameter.

5. The method of claim 1, wherein said encoded navigation stream and said encoded video stream are encoded according to a common group of picture (GOP) data structure, said step of combining further comprising:

aligning said encoded navigation stream and said encoded video stream according to said common GOP structure.

6. The method of claim 1, wherein said step of encoding said video stream comprises the steps of adapting said video stream imagery to said screen position and said screen size.

7. The method of claim 6, wherein said video stream imagery is adapted to said screen size using a decimation process.

8. The method of claim 1, wherein said screen position comprises a reference position, said step of combining including:

determining a desired reference screen position for said encoded video stream imagery; and

translating said screen position of said encoded video stream to said desired reference screen position.

9. The method of claim 1, wherein:

said navigation stream represents navigation imagery supported by a video layer and a graphics layer, said video layer provided via a navigation video stream encoded according to said common GOP structure and said profile, said graphics layer provided via graphics data included within an associated graphics data stream, said graphics data and said navigation video stream intended for contemporaneous presentation.

10. The method of claim 9, wherein:

said graphics data includes graphical imagery positioned coincident with said screen position, said

graphical imagery to at least partially obscuring said encoded video stream upon presentation of said combined stream.

11. The method of claim 10, further comprising:

receiving, a user command indicative of the selection of said graphical imagery at least partially obscuring said encoded video stream; and

modifying said obscuring graphical imagery to allow user viewing of said encoded video stream;

12. The method of claim 11, further comprising updating demographic data associated with said user in response to said user command.

13. The method of claim 1, wherein said combined stream represents navigation imagery including advertising imagery appropriate to said user.

14. The method of claim 13, wherein said advertising imagery is determined to be appropriate by comparing at least one of user preference data and usage based profile data to preference data associated with available advertising imagery.

15. The method of claim 13, wherein said advertising imagery comprises still imagery provided as one of video imagery and a bitmap image.

16. The method of claim 13, wherein said still imagery comprises a bitmap and said method further comprises:

adapting a color palette of said bitmap to a color palette compatible with said navigation stream.

17. The method of claim 13, wherein said still imagery comprises video imagery encoded according to said GOP structure wherein an intra-coded frame of said GOP structure represents said still imagery and a plurality of inter-coded frames of said GOP structure operate to repeat at least portions of said intra-coded frame.

18. The method of claim 1, wherein said step of combining comprises:

removing data within said navigation stream representing image slices substantially corresponding to said stream position and image size to produce a reduced data encoded navigation stream;

said combined stream comprising said reduced data encoded navigation stream and said encoded video stream, said encoded video stream including data representing image slices corresponding to said stream position and image size.

19. The method of claim 1, wherein said step of combining comprises:

removing data within said navigation stream representing image macroblocks substantially corresponding to said stream position and image size to produce a reduced data encoded navigation stream;

said combined stream comprising said reduced data encoded navigation stream and said encoded video stream, said encoded video stream including data representing image macroblocks corresponding to said stream position and image size.

20. A method for generating a customized user interface, said user interface comprising imagery supported by a video layer and a graphics layer, said video layer provided via

an encoded video stream, said graphics layer provided via graphics data, said graphics data and said video stream intended for contemporaneous presentation, said method comprising:

determining a profile associated with an encoded navigation stream, said profile including spatial and temporal parameters;

encoding a video stream according to said profile to produce an encoded video stream, said encoded video stream representing imagery having associated with it a screen position and an image size;

combining said encoded navigation stream and said encoded video stream to produce a combined stream representing navigation imagery including said video stream imagery within said screen position and according to said screen size.

21. A method for delivering customized navigation imagery to a user, comprising:

receiving a request from a user for navigation imagery;

retrieving, from a server, navigation imagery and advertising imagery appropriate for said user;

encoding said retrieved navigation imagery and advertising imagery to produce an encoded navigation video stream, said navigator video stream representing navigation imagery including advertising imagery appropriate to said user.

22. The method of claim 21, wherein said advertising imagery is determined to be appropriate by comparing user preference data and preference data associated with available advertising imagery.

23. The method of claim 21, wherein said advertising imagery comprises still imagery.

24. The method of claim 23, wherein said still imagery comprises a bitmap.

25. The method of claim 21, wherein:

said navigation imagery is supported by a video layer and a graphics layer, said video layer provided via a navigation video stream encoded according to said common GOP structure and said profile, said graphics layer provided via graphics data included within an associated graphics data stream, said graphics data and said navigation video stream intended for contemporaneous presentation.